

“ORI-WHO?!”



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I first saw Orianthi play in a PRS Showcase night LA in January and was blown away. But when I booked her to do a set with Dave Hole at the Australian Music Association Convention on the Gold Coast, most people asked “Ori who?!”

No more! After the blistering performance she put on with Dave... in front of Federal Minister for the Arts Dr Brendan Nelson (also an avid guitar player!) everyone was saying “Wow!” and she was definitely on the Australian Music Map!

Better known in the USA than in Australia, Orianthi is actually from Adelaide. She is just 20 years old but has chops well beyond her years & has already gigged with such guitar luminaries as Carlos Santana and Steve Vai. As you can see, she plays a Custom 22 PRS and is in fact a PRS endorsee. Orianthi she has been talking to Paul Reed Smith about doing an “Orianthi Custom Model”. She would love to come to Perth... hopefully sometime next year, & has promised she’ll be dropping in when she does! Want to hear her stuff? Go to www.orianthi.com coz she sure ain’t just a pretty face!

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NOW IN STOCK!!

- ★ Vox Wah Pedals
- ★ Fender “Thinline” Teles
- ★ Hi Watt “Maxwatt” Amplifiers
- ★ Yamaha “Silent Guitars”
- ★ George L’s patch leads
- ★ NEW AER AcoustiCUBE3
- ★ Edirol Monitors
- ★ Fender Rumble Bass amps
- ★ Elixir ‘Long Life’ strings
- ★ Aria (Spain) classical guitars
- ★ Matchless Amps
- ★ T Rex pedals
- ★ Simpsons guitar picks (we just thought it’d be fun!)
- ★ Fender ‘60’s ReIssue Strat & Tele®

LOOK INSIDE ★ GRAHAM’S RAVE ★ WHAT’S NEW? ★ PRS 20TH ANNIVERSARY
 ★ WHAT’S HOT! ★ “DID YOU KNOW?” ★ BULK BUYING ★ DVD’S BACK IN STOCK ★
 TRIVIA - JIM MARSHALL ★ CHRISTMAS GIFT LIST ★ 24 MONTHS INTEREST FREE
 ★ BEST PRICE POLICY

What's New?

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Petersen Tuners

Using patented Real Time Virtual Strobe technology, Petersen tuners are accurate to within an incredible 0.1 cent (there are 100 cents in a semitone) which is 30 times more accurate than LED style tuners! They also feature 100% True Bypass, have a built in DI and are backlit for easy stage tuning. The new stage model Strobostomp sells for \$449. Check it!!

Boss BR900

Home recording just gets easier... and cheaper! And the quality is getting so much better too. With the new Boss BR900 you can produce Studio quality demo's at home for just \$1275! (MRP \$1595). It is the latest in 8 track recording and features 64 virtual tracks as well multiple reverbs & delays, 2 XLR mike inputs with vocal pitch correction (now THAT could be useful!), a programmable drum machine and of course, a built in CD burner. Go on... get started!

Marshall Hand Wired Amps

Everything old is new again! For about \$3500 you can get a brand new hand wired UK Marshall head and box. The sound? Well it has to be heard to be believed... and the likewise volume it pumps out. It's incredible! You simply will not believe it's only 20 watts. But that's valves for you and because it is only 20 watts, you won't have to blowing everyone else off the stage to make it work. It really cranks.

Boss Rotosphere

How good are Boss effect pedals?! The latest from this great guitar effects company is the new RT-20 Rotosphere which, like many of their other pedals & amps, uses their now famous COSM technology... (which apparently stands for Composite Object Sound Modeling... oh well, now you know!). This one gives you that gorgeous rotary speaker effect of an old Lesley box and has a stunning new visual display on board that shows you exactly what the sound is doing. At around \$395 it looks like (another!) winner from Boss! Arriving soon!

Fender G-Dec

Now THIS is amazing!!! Fender's new G-DEC (which stands for 'Guitar Digital Entertainment Centre') is quite incredible. Designed as a learning tool for beginners, it has built in drum & bass lines in a huge variety of styles... each of which can be altered in pitch & speed to suit the player's ability. The surprise has been how many Pro players have been buying them (Fender say Eric Johnson has even bought one and uses it back stage to warm up before concerts!). They list for \$599 on Fender's website but Concept has them on special for just \$499. Drop in and try it... it's fantastic!

Gretsch

These incredible looking (and sounding!) guitars seem to be popping up everywhere lately! The quality just keeps getting better and prices have recently dropped with our strong Aussie dollar: Latest additions to our Gretsch stable are a beautiful Cadillac Green "Country Club" at \$5595 and another of the ever popular Brian Setzer 6120SLVO for \$6995.



It seems there's always something happening here at Concept. Maybe we're just easily bored but I like to think we're just excited! And we are always looking at ways to "make it better" for you.

The latest changes you'll notice are that we have reshuffled our showcases (yes, again!) to allow more space for acoustic guitars. At Rob & Tony's insistence, we have also had a polished wooden floor put in our amp room as well as the acoustic section... and both have benefited greatly - not only visually but also in sound.

As always, there's heaps of new gear - in fact hardly a day goes past that at least one delivery truck doesn't pull up out the front and we all wince & ask "where on earth are we going to put all that?!" There's so much awesome new gear coming on the market (and at great prices!) it's hard not to get excited so make sure you drop in soon and ask that perennial question - "what's new?!" coz there's always something!

Enjoy... and hope to see you soon

GRAHAM'S RAVE



Graham

20th Anniversary of PRS



For those of who have been around for a while it's a little hard to believe these classic guitars have been around for 20 years!

Renowned for their versatility and selection of beautiful timbers, it hardly seems like yesterday that they first burst on the scene in the hands of Carlos Santana who, as Paul Reed Smith tells it, was sent one to try but refused to send it back he loved it that much! Availability has got a lot better since then but you will still have to wait for up to 6 months if you want to design and order your own. At Concept

we regularly sit down & dream up a few 'special models' for stock. You will see at least 12 different PRS guitars on display at the moment including 2 beautiful 20th Anniversary Limited Edition Models. And our 24 Months interest free terms mean you could own a new PRS for as little as \$28 per week!*

* Finance via GE Creditline. Conditions apply.

*** What's Hot

DVD's

REGULARS WILL NOTICE THAT OUR RANGE OF TUITION DVD'S HAS EXPANDED DRAMATICALLY RECENTLY.

After skyrocketing in price when they first changed from Video to DVD, prices have finally become very realistic and the range has also vastly improved. Check out some of the new titles now in stock:

Beginning Blues Guitar	\$39.95
Famous Rock Riffs	\$33.95
Jimi Hendrix Experience	\$89.95
Chet Atkins Rare Performances	\$39.95
Albert King Signature Licks	\$33.95
Yngwie Malmsteen Master Session	\$44.95
Eric Clapton Signature Licks	\$33.95

DVD's... cheaper than half a tank of petrol and you don't have to drive anywhere to enjoy them!

BOSS TU-2 GIG TUNERS. Our top selling 'gig' style tuner! Fully chromatic with strobe style tuning that is very clear easy tuning even on the darkest stage it also has a silent/bypass option if required. Currently on Sale for just \$199

SHURE SM58 MICROPHONES. No wonder they're also the most copied mike in the world! It seems you can't go past on of these classic vocal mics. Currently selling for just \$198 (our lowest price in years!) it has remained the #1 vocal mike on the market almost since it was first released in 1958 (hence the model #58... the classic SM57 instrument mic was likewise first released in 1957).

WHY DO FENDER STRINGS HAVE A "BULLET" SHAPED END ON THEM?

Some years ago some clever lateral thinker, seeking to improve the "stay in tune-ness" of his guitar, realised that when using the 'whammy' bar on a Fender Stratocaster® the ball ends on the strings actually move around inside the bridge block. This means that the ball never returns to quite the same position which in turn means the tuning is less stable. The solution? A bullet shaped end on the string so that it stays snug in base of the block - simple! All new Fender Strats® come with 9-42 "Super Bullets" installed from the factory. Concept recommends that if you want to retain optimal tuning stability as well as that original new guitar feel, then stick with them. And, at just \$13.95 retail per set, you'll also be saving about \$2 on most other popular string Brands on the market!



SQUIER BULLET SERIES

STRATOCASTERS JUST \$199! How on earth do they do it?! A few years ago the cheapest guitar produced was a Squier Strat for \$349 and we thought *that* was cheap... so how does \$199 sound?! And they're awesome! "Packs" including amp, bag & accessories also available from just \$349.

ROLAND CUBE AMPS. We featured these in our last Newsletter & they are STILL one of the hottest amps on the market! And no wonder, they sound fantastic and feature an amazing array of built in effects. The range has increased since last year and now includes...

Micro Cube	\$199
Cube 15	\$295
Cube 30 with built in effects	\$495
Cube 60 with effects	\$695
Cube 30 Bass	\$495
NEW Cube 100 Bass	\$995

BUY BULK AND SAVE \$\$\$!

If you own a number of guitars or just happen to use a lot of strings, then why not consider buying in bulk? Concept Music offers you an automatic 20% Discount off the list price when you buy a box of 10 sets of strings... you can even combine acoustic & electric sets to make up a box. As an example, that means you can buy popular SIT electrics for just \$10.35 per set or Fender acoustic strings for \$11.95!

“Can you pick the fake?!” Neither could we at first glance!



At the Australian Music Show on the Gold Coast last month, Tony & Rob had the chance to try a fake Shure SM58 microphone from a

shipment that was intercepted being illegally imported into Australia. While it was clearly labelled Shure SM58 and looked very

authentic (even down to the box and Warranty form enclosed!) the difference was patently obvious once it was handled & plugged in. It sounded awful - really!

These fakes really do exist, and an increasing number of them are appearing on the market and Shure had one on display as a lesson for legitimate dealers on “what to look for?”. The one we

tried rattled when you shook it and this turned out to be because it was stuffed full of metal washers inside (to give it some extra weight).

When you buy any product from Concept Music you can be 100% sure that you are dealing with a Factory Authorised Reseller.

In fact, buy any product off an unauthorised dealer or off the Net, and you could easily

be lumped with a vastly inferior (and completely worthless) fake. We already know of some several customers who have been duped after buying off the Net both within Oz and from overseas. Some didn't get the goods at all while others didn't quite get what they expected! For the relatively small amount you might hope to save, we say “it's just not worth it!”

What's in a name?

Did you know that Jim Marshall, the designer of the famous Marshall amplifier, was actually a drummer?! And that the letters JTM on those classic old Marshall Valve heads stands for Jim & Terry Marshall? Terry is Jim's brother and they had a music shop in London in the early 60's. The JCM on subsequent models are the initials of Jim's full name... James Charles Marshall.



On Hold?!

While we hate putting you on hold, sometimes it is inevitable. But at Concept Music, rather than go the way of the stereotypical and clichéd “thank you for waiting... you call is important to us!” message (yeah right, if it's so important, why am on hold right?!) we have opted to feature a number of local bands who regularly shop here for you to listen to. So if you do have to be put on hold for some reason we hope you enjoy them... and hey, if you're into it - just ask to be put back on hold!



You never know who you'll bump into at Concept Music! Many local bands are regulars here and the 'play list' on our iPod currently includes ★ END OF FASHION ★ JEBEDIAH ★ ESKIMO JOE ★ LITTLE BIRDY ★ NATHAN GAUNT ★ THE AVENUES ★ KARNIVOOL

Some inexpensive Christmas Gift Ideas from Concept Music!

Under \$20!

1. Dunlop String Winder. Even Rudolph can afford this!	\$3.95
2. Guitar “Hangers”... cheap & easy to install...	\$8.95
3. Guitar Straps by Fender & Ernie Ball from only	\$12.95
4. Martin Guitar Polish. Santa will be impressed!	\$13.95
5. Tripod style guitar stands	\$19.95
6. Collapsible Music stand	\$19.95

Under \$200!

7. Marshall, Fender & PRS baseball caps from only	\$25
8. DVD's Huge selection now in stock from just...	\$33
9. Padded “Gig” Bags for all sizes of Guitar or Bass from	\$35
11. Korg GA-20 Electronic Guitar Tuner. In tune every time!	\$39
10. T Shirts great new designs by Fender & Maton	\$45
13. Microphone Boom Stands from	\$49
12. Wooden Bongos. A perennial Christmas favourite! Only	\$59
14. “Jim Marshall - the Father of loud!” Biography	\$69
15. Fender & Marshall “Book shelf” mini amps ... very cute!	\$89
16. Shure PG48 Vocal mike . Includes lead & cradle!	\$89
16. “The Stratocaster Chronicles” Fender History Book.	\$99
17. Audio Technica ATH-M3X enclosed headphones	\$99
18. Deluxe SKB Freedom guitar “flight” cases	from \$165
19. Edirol MA-7 Micro Monitors	\$199
20. Boss TU-2 “Gig” tuner. Great for stage or home	\$199

BEST PRICE POLICY!

Did you know Concept Music has a ‘best price’ policy? While we are 100% committed to providing the best possible range and have a reputation for providing the very highest standard of service in the industry, we know you still want great prices! So as the old saying goes “we want your business and we're prepared to pay for it!” If you happen to come across a better price please tell us first! I know it can be embarrassing to ask, but seriously, we'd much rather you gave us the chance to meet (or beat!) a competitors price than simply go out and by somewhere else! That way we both win!

MUSOLINKS

Did you know that Concept Music's new web site features a service called MusoLinks? This popular service lets you place “Wanted” and “Available” Ads for musicians and has helped many people find other Muso's to jam with... and best of all, it's FREE! Simply go to www.conceptmusic.com.au and go to MusoLinks to place your own Ad... it's FREE!